



GOVERNOR SCHWARZENEGGER APPOINTS BRUCE MCPHERSON SECRETARY OF STATE

- Bruce McPherson will restore public confidence in the Secretary of State's Office.
- He will revitalize the state's ability to manage and run elections.
- Bruce McPherson is an impartial, bipartisan leader who has demonstrated integrity throughout his career.
- He is widely hailed as the best person for the job.

“McPherson...is a moderate who served 12 years in the Legislature, representing a politically diverse district...Relevant to the secretary of state's job — which involves overseeing California's elections — he once chaired the Assembly Elections Committee...Moreover, he's a good guy — one whom politicians of both parties respect and Democrats couldn't oppose in good conscience. And even if their consciences couldn't stop them, they'd look to the public like blatantly partisan obstructionists.”

- George Skelton, L.A. Times 2/7/05

INTEGRITY, EXPERIENCE, EFFECTIVE LEADERSHIP

Integrity – Bruce McPherson twice has been named one of the top legislators for integrity by the California Journal [1998 and 2002].

- ◆ The San Francisco Chronicle editorial Board has called him “a moderate who is deft at working across partisan and ideological lines.”
- ◆ The San Diego Union Tribune has said “he is a highly respected law maker who is the kind of Republican that has wide spread voter appeal.”

Experience – He has served as Chairman of the Assembly Elections and Reapportionment Committee and has authored and passed extensive legislation concerning election matters, including:

- ◆ Authored legislation that required electronic filing of campaign statements and campaign finance information (AB1026 in 1995 and SB34 in 2001).
- ◆ Authored legislation to restore California Campaign Finance Reform Law as passed by voters under Proposition 73 (AB3027 in 1996).
- ◆ Authored legislation creating the bi-partisan Commission for Political Reform (SB1737 in 1998).
- ◆ Wrote laws allowing the national Motor Voter registration cards to be accepted in California and establishing a statewide Voter Registration Data Base (AB1701 in 1996).

Effective Leadership – He served as a well-respected Legislator who has worked to achieve meaningful public policy.

Bruce McPherson

Former state Senator Bruce McPherson served in the 15th State Senate District from 1996 to 2004, and in the 27th Assembly District from 1993 to 1996. He was Chairman of the Senate Public Safety Committee, Vice-Chairman of the Education Committee and the Environmental Quality Committee, and served on four Joint Committees and nine Senate Select Committees, including as Chairman of the newly-formed Senate Select Committee on Anti-Terrorism Policy.

As a Senator, Bruce McPherson was known for creating legislation aimed at protecting democracy and ensuring fairness in elections. He continuously pushed for campaign finance reform and authored legislation that obliged candidates to post their FPPC reports on-line. He crafted legislation that required voters to be recognized by a unique identifier to ensure each voter casts only one ballot. He also authored legislation to create a bipartisan commission to study the effectiveness of the Political Reform Act.

A long-time advocate for education, Bruce McPherson helped reduce class sizes, established tougher graduation standards and passed two much-needed state school bonds. Additionally, he spearheaded the creation of literacy programs for students and sought to enhance athletic programs.

As Chairman of the Senate Public Safety Committee and the Senate Select Committee on Anti-Terrorism Policy, Senator McPherson worked to secure public safety in an increasingly tumultuous time. He supported legislation aimed at assisting victims of violence, empowering law enforcement, and keeping dangerous weapons out of schools and off the streets.

Bruce McPherson was a strong advocate for protecting California's natural resources. He led a successful drive to preserve California's coastline by authoring legislation to help detect toxic elements in seawater, securing funds to purchase and preserve coastal properties, and casting the deciding vote to prohibit drilling for oil off the California coastline.

Senator McPherson received the "Legislator of the Year" award from the California School Boards Association in 1999. In 2000, the California Small Business Association named him "Legislator of the Year". In 2001, McPherson received the "Leadership Award" by the Legal Community Against Violence and the "Public Policy Excellence Award for Public Policy" by the California Non-Profit Policy Council. The California League of High Schools named him "Legislator of the Year" for 2001, and the California School Boards Association named him "2001 Outstanding Legislator of the Year".

Senator McPherson is a fourth generation Santa Cruz native. He and his wife Mary have been married 34 years.